

PPC (Pay-Per-Click) Specialist

Join our dynamic MarCom team and be part of the **International Schools Services (ISS)** world-class organization. In this newly created **PPC Specialist** position, you will play a key role in driving performance to increase lead acquisition, conversion, and customer retention across all digital channels and maximizing ROAS (Return on Ad Spend).

We recognize that diverse teams make the strongest teams, and we encourage people from all backgrounds to apply. We are experiencing a catalytic moment in history and ISS has committed to addressing the systemic prejudices and biases in ourselves, in schools, and in organizations around the world.

ISS believes in dignity of all, the benefit of cross-cultural perspectives, and the power of diverse, inclusive, equitable and just communities. You can read more about our commitments here:

<https://www.iss.edu/who-we-are/deij-commitment>

For over 60 years, ISS' mission has been uniquely focused on helping international schools and educators develop students into thoughtful, imaginative global leaders. We are passionate about today's and tomorrow's international education community, and we delight in connecting educators and schools worldwide. It's all about making a world of difference. As a leading nonprofit organization in international education, ISS promotes innovative best practices for global education.

ISS offers a comprehensive benefit package including generous paid time off, a 15% company contribution to a 403(b) and comprehensive health insurance. Salary range is \$55K to \$65K annually, commensurate with experience.

Location/Hours

Full-time; Mon-Fri 37.5-hour work week

This full-time position is located in Princeton, NJ office location (hybrid). You must have reliable internet access. Work hours will be agreed upon with supervisor and will include core hours 9am - 2pm EST.

Duties and Responsibilities

- Develop a **Pay-Per-Click (PPC)** strategy and action plans to increase lead acquisition, conversion, and customer retention across all paid digital channels.
- Ensure ad placement and segmentation, daily bid management and performance optimization across paid media channels, primarily Google Ads, Microsoft Ads, LinkedIn Ads, Facebook / Meta Ads, and programmatic display.
- Create a rigorous results-based environment, conduct A/B testing and implement ongoing campaign optimization techniques to improve click-through rates, conversion rates, and return on ad spend (ROAS).
- Develop reporting on digital marketing performance in a multichannel environment, considering organic and paid digital campaigns, email, SEO, and traditional channels to make data-driven decisions.

- Create strategies to improve landing pages and lead funnel performance to ensure best outcomes.
- Assist with the creative direction and execution of digital content across channels.
- Work with external partners to implement the organization's digital marketing strategy and develop effective external ad placements.
- Serve as internal expert on Google Analytics, Google Tag Manager, Google Ads, Google My Business, Google Search Console, etc., and various SEO software.
- Stay abreast of current industry standards, best practices and legal regulations.
- Provide support on SEO initiatives and organic channels as needed.

Education and Experience:

- 3-5 years of experience in pay-per-click (PPC) management in direct-to-consumer channels.
- Google Ads certification.
- Bachelor's degree in Marketing, Advertising, Business, Technology, or a related field.

Technical Skills:

- Expert knowledge in digital marketing platforms, such as Google Ads, Google Analytics, Microsoft Ads, Apple Ads, Google Campaign Manager 360, Google Display & Video 360 (DV360).
- Track record of success with paid social campaigns (LinkedIn, Facebook, Instagram, YouTube, and/or other social channels).
- Familiarity with other platforms such as Salesforce Marketing Cloud, Hootsuite, Moz, etc.
- Strong data analysis skills and proficiency with Excel/Google Sheets or equivalent.
- Current knowledge of best practice in web design and experience with responsive web design. WordPress experience a plus.
- Basic understanding of HTML5, CSS3, and Javascript.
- Meticulous attention to detail and quality.
- Excellent verbal and written communication skills.

Desired Skills and Attributes:

- Innovative and data driven.
- Love what you do, embrace challenges, a fearless problem-solver.
- Deep commitment to optimizing our customer's experiences.
- Excellent team player!
- Enjoy a fast-paced environment and working on multiple projects with brisk deadlines.

To apply, please submit your resume and cover letter to MarketingHire@iss.edu
Only shortlisted candidates will be contacted.